

TUNE INTO YOUR ELEMENT

DESIGN YOUR WINNING PAGEANT PRESENTATION



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Introduction

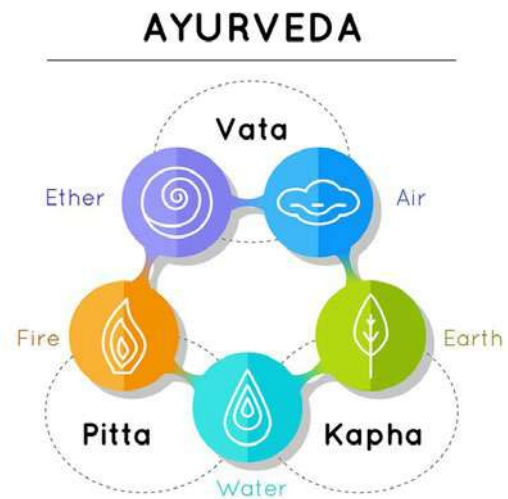
We all have an inherent archetype that defines us and makes us be understood in this world. It is important to fully own this archetype and to align what we believe, say and do to match up to it. If we don't, we tend to get lost in the crowd and fail to make an impact in the world, missing out on massive potential.

What is your archetype? What role do you play? Who is your inner Goddess that wants to be seen and heard? Which element of nature can you relate to most?

Are you Water, Fire, Earth or Air when it comes to your pageant presentation and personal brand?



The four (and sometimes five) elements of nature have been used for thousands of years since ancient times like zodiac signs in astrology and the doshas in **Ayurveda**. Practically every culture has a philosophy based on the elements of earth, water, fire, air and ether. Some also use wood and metal like the **Chinese 9-star ki** and **Feng shui**. The chakra system also follows the elements through the energies associated with each chakra, from root to crown. Here are some charts that show the use of the elements in 9-star ki Chinese astrology, Ayurveda and the Chakra system:



Ether

Light

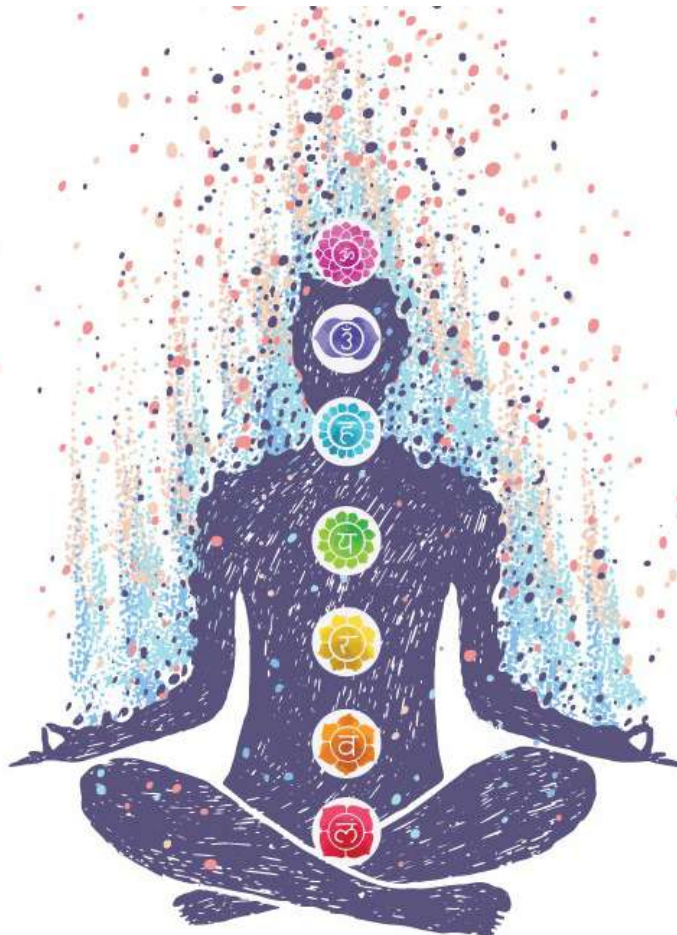
Sound

Air

Fire

Water

Earth



In this manual you will find out which element best represents you so you can tune into its energy to compete in alignment with your true essence. Everything you will do in the competition will have a higher quality if you tap into that deeper layer of your being, beyond what the mind can understand. You will be able to communicate your message more clearly, connect with the judges and audience deeper, and your aura will shine brighter when you allow your natural energy to flow out of you.

When I competed, I used the element of Air to design my presentation. Everything from my walk, to my gown to the way I spoke and the message I wanted to deliver were in alignment with the quality of air. Although by zodiac, I am a Scorpio - which is a Water sign, I chose to use Air as my personal style because I felt it resonated with me more.



I am a positive, light-hearted, open-minded, curious, independent and talkative person and those are all air qualities. My evening gown was flowy and light, which looked “angelic” and “effervescent,” which also represents an air quality.

The message I chose was the idea (concept) of seeing everything from a “glass-half-full” perspective and staying positive in the face of challenges. Again, this is an “airy” quality that best suits my personality, and I didn’t try to force myself to be like anyone else who was “fiery” or “earthy.” Read on to find out what type of message matches with your element.

The success of many winners can be attributed to their strong personal brand that resonated with people and made them unforgettable. If you want to win and be remembered as an iconic symbol of beauty and woman empowerment, you need to design your presentation that falls in line with your chosen element (or combination of two.)

Channel the energy of your nature element to be an unstoppable force in the competition and tune into your inner Goddess!



Former Winners Elements

Let's take a look at a few recent Miss Universe winners and their dominant elements.

Zozibini Tunzi, Miss Universe 2019 – Earth

(down-to earth, loyal to her people, strong and grounded)



Catriona Grey, Miss Universe 2018 – Fire

(daring, lively, vivacious, sensual, and outspoken)



Demi-Leigh Nel-Peters, Miss Universe 2017 – Earth

(relatable, empowered, focused, approachable)



Iris Mittenaaere, Miss Universe 2016 – Fire

(sexy, bold, expressive, and passionate)



Pia Wurtzbach, Miss Universe 2015 – Water

(demure, kind-hearted, uniting, and soft-spoken)



Olivia Culpo, Miss Universe 2012 – Air

(bubbly, light-hearted, positive, and smart)



Once you determine which element or hybrid of two elements best suits your personality, use them to design your walk, wardrobe and evening gown, speaking style, message delivery, platform and personal brand to make it more powerful and definitive.

Creating your presentation based on one or two elements will make you stand out above everyone and position you as a competitor in her own league. It will take your preparation to the next level and show everyone that you came to “play.”



Quiz: Which Goddess are you?



Take the following short quiz to find out which element of nature best suits your style and personality by choosing the option you are drawn to most in each question. Find your results at the end of the quiz.

1. The type of gown you are most drawn to is:
 - a) Rough texture or metallic fabrics, defined structure, straight lines
 - b) Bold statement, sexy contour shape, sparkly or sequin fabric
 - c) Shimmery or beaded fabrics, silky texture, soft lines
 - d) Flowy or fluffy fabric, light airy textures, flowy lines

2. What 4 words best describe your character traits?
 - a) Grounded, practical, confident, secure
 - b) Bold, enthusiastic, playful, courageous
 - c) Kind-hearted, soft, intuitive, tolerant
 - d) Happy, positive, open-minded, talkative

3. What do you want to be remembered for as a titleholder?
 - a) Taking actionable steps for bringing change to your community
 - b) Using your voice to empower others or inspiring people with your courage
 - c) Being friendly, relatable and compassionate to everyone you met
 - d) Raising a lot of money for a charity or creating a popular social movement

4. What classic fictional character do you most relate to?
 - a) Katniss Everdeen (loyalty)
 - b) Wonder woman (justice)
 - c) Cinderella (kindness)
 - d) Elizabeth Bennett from Pride and Prejudice (freedom)

5. What would be your main message as a titleholder?
 - a) I am a confident and empowered woman
 - b) I speak for those who cannot speak for themselves
 - c) I teach people to love themselves and each other
 - d) I promote and spread positivity

6. Which former Miss Universe do you want to channel at your competition?
 - a) Zozibini Tunzi
 - b) Catriona Gray
 - c) Pia Wurtzbach
 - d) Olivia Culpo

7. Who do you look up to most as a role model for charity work?
- a) Angelina Jolie
 - b) Oprah Winfrey
 - c) Mother Theresa
 - d) Melinda Gates
8. If you had to pick a title for your autobiography, which one would you go for?
- a) The Peaceful Warrior
 - b) My True Untold Story
 - c) Compassion Is the New Fashion
 - d) The Art of Joyful Living
9. What would you say is your best quality?
- a) Resilience
 - b) Passion
 - c) Adaptability
 - d) Curiosity
10. How would you describe yourself at work?
- a) You want to see results and you love checklists
 - b) You use your expressive personality to motivate others
 - c) You love to create and use your imagination
 - d) You love to talk, teach and discuss concepts and ideas
11. Which statement is most true for you?
- a) I am disciplined and focused with my goals
 - b) I am authentic and not afraid to speak what's on my mind
 - c) I am creative and resourceful
 - d) I am a great communicator

Answer key:

*Mostly A's – **Earth***

*Mostly B's – **Fire***

*Mostly C's – **Water***

*Mostly D's – **Air***

The letter that you answered most of the questions is going to be your dominant element. The second most used letter can be your underlying element. For example, I am dominantly Air, with a touch of Water.



Understanding Your Element

Fire (*Aries, Leo, Sagittarius*)



Positive qualities:

Vigor, zeal, enthusiasm, courage, decisiveness, edginess, adventure, seductiveness, passion, high energy

Negative qualities:

Quarrelsomeness, irritability, impulsiveness, immodesty, jealousy, greediness, vindictiveness, violence, anger, pushiness

A fire type is expressive and can be blunt. She says what other people are only thinking. She is bold and audacious, and is not afraid to be different. She is a natural performer and shows a lot of passion for what she is doing. Fearlessly charging into the unknown can make her very inspirational as a role model. Fire people are party lovers and enjoy lots of attention!

Air (*Libra, Aquarius, Gemini*)



Positive qualities:

Vigilance, care-freedom, kind-heartedness, trust, lightness, independency, dexterity, optimism, diligence, perceptiveness, joy

Negative qualities:

Lack of perseverance, dishonesty, gossipy, cunningness, chattiness, inconsistency, touchiness

An air type is an intellectual who is always on a quest for information. This curiosity makes her open-minded and inquisitive. She communicates well and makes a great teacher with her keen observation abilities. She is entertaining and is a great story-teller. Air people are brilliant and love to develop new ideas and concepts. They are non-conformists and love to do things their own way!

Water (*Pisces, Scorpio, Cancer*)



Positive qualities:

Understanding, placidity, warmth, trusting nature, sensuality, devotion, tolerance, forgiveness, modesty, compassion, flexibility, depth

Negative qualities:

Timidity, laziness, reclusiveness, lack of daring, insecurity, addiction, instability, depression, secretiveness, privacy, sensitivity

A water type is emotional and highly intuitive. These qualities make her open for psychic abilities, which allows her to better connect with others. She may find it difficult to be social in large gatherings and prefers to communicate one-on-one with people. She feels deeply and wears her heart on her sleeve. Highly imaginative and creative, water signs love performing arts and design. Water people are romantic and enjoy being in a relationship.

Earth (*Taurus, Virgo, Capricorn*)



Positive qualities:

Consistency, loyalty, conscientiousness, discipline, punctuality, caution, resilience, responsibility, firmness, reliability, ambition

Negative qualities:

Stuffiness, superficiality, indifference, materialism, condescendence, judgment, arrogance

An earth type doesn't beat around the bush – she is all facts. She is respectful of rules and loves to follow a predictable routine. She is grounded and focused on results. Using checklists and to-do lists, she can be a bit of a perfectionist. This makes her someone who will always get the job done no matter what. Earth people are extremely loyal and love fully, which makes them great partners!



Creating your presentation based on your element



Earth



Strong
Loyal
Grounded
Focused
Practical
Dependable
Down-to-earth

Choose the words to describe yourself wisely and focus on some of the ones listed above as your best character traits. And find your own words that match the earth element.

Building a strong personal brand is about using carefully selected words to present yourself on social networks, with the organizers, in the interview room and during media rounds.

Choosing your style

Evening gown and wardrobe

Go for earth tones, structured shapes, muted shades. Material can be rough and textured or smooth but with thick fabric. Find elegant and sophisticated dresses or pant suits that don't cling to the body and have straight lines. Colors can range from earthy green, nude or skin color, and beige to silver metallic or even white and black.



Hair and makeup

Use skin tone or natural shade of nail polish and tone down your makeup for daytime events. For stage performance, go for a bronzy look with earth tones makeup. You can have your hair straight or curly but if you go for an up-do or ponytail make it structured and tight. Sleek-back look also works depending on the gown.



Fashion Icons

Audrey Hepburn and Kate Middleton (Earth/Air)



Making your message be heard

If you choose this element as your personal brand identity, your platform and message are going to be centered around making a change in your community at the “grass-roots” level on the cause you are involved in. You need to encourage people to take definitive action in their own countries/cities and give them precise instructions of what they can do.

You are a natural leader whose communication is focused on a defined cause and you make great connection with large groups of people.

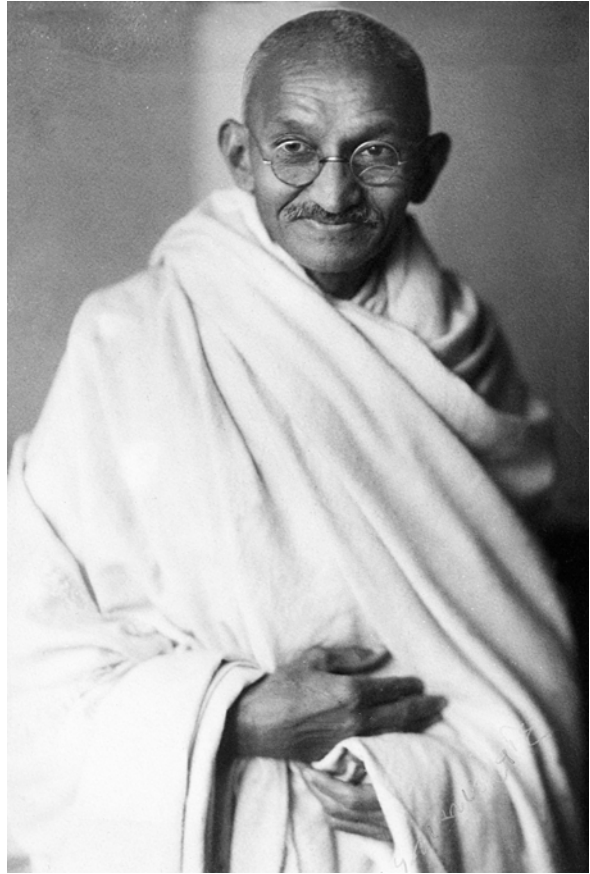
When you give your final answer, make it known what specific steps you are making for your chosen platform and state your beliefs with conviction and practicality. Use a more serious tone of delivering your message. Be poised, confident and secure in your answers at all times.

As an earth element, showcase your loyalty to your country (or race) and encourage others with a strong message of

***“Be the change you wish
to see in the world”***

Activist role models

Greta Thunberg, Martin Luther King Jr., Gandhi



Fire



Lively
Courageous
Playful
Expressive
Energetic
Fun
Daring

Choose the words to describe yourself wisely and focus on some of the ones listed above as your best character traits. And find your own words that match the fire element.

Building a strong personal brand is about using carefully selected words to present yourself on social networks, with the organizers, in the interview room and during media rounds.

Choosing your style

Evening gown & wardrobe

You want to make a bold statement with your gown and wardrobe, so don't be afraid to go out of your comfort zone! Look for dresses that shape the body to show your curves and body contour. Colors should be bright and bold – red, orange or yellow, but can also be black, silver or gold if it showcases your body and shines like fire.

Go for rich fabrics like velvet and satin to create a luxury look or make it sparkle with sequins and crystals.



Hair and makeup

You can play up your makeup and use bright/bold tones or dramatic smoky-eye look. Nail polish can be colorful to match your wardrobe/gown. Red lips are a must at least once! Sleek-back hair, high ponytail and 50's Hollywood glam hair style are good options for you.



Fashion Icons

Beyoncé and Kim Kardashian



Making your message be heard

Fire elements speak with full passion and expressiveness! You need to own your authenticity and speak straight from the heart about the cause that is most important to you. Bring in your personal experiences related to the issue and inspire people with your story.

You are a natural-born pioneer and hero of the people who stands above the rest with your bravery and courage.

For all of your answers, whether interview, media or final question, express your opinion clearly and don't be apologetic about it. Use a playful tone of delivering your message. Be daring, dramatic and humorous in your answers at all times.

As a fire element, showcase your fun-loving side and empower others with an inspiring message of

***“What doesn’t kill you
makes you stronger”***

Activist role models

Nelson Mandela and Malala Yousafzai



Water



Intuitive
Compassionate
Spiritual
Caring
Creative
Empathetic
Imaginative

Choose the words to describe yourself wisely and focus on some of the ones listed above as your best character traits. And find your own words that match the water element.

Building a strong personal brand is about using carefully selected words to present yourself on social networks, with the organizers, in the interview room and during media rounds.

Choosing your style

Evening gown and wardrobe

Your gown and wardrobe choices will be more demure and softer looks than those of fire and earth. Choose dresses that have silky smooth texture or shimmery fabrics that don't overpower your beauty. You want to have a slightly more modest look that highlights your natural beauty, rather than wear something that will take away from it.

Look for soft lines that don't shape the body but rather flow like water around your natural curves. Colors can be any shade but they should not be bold and bright or too sparkly/beaded.



Hair and makeup

Your makeup choices can vary from dramatic eyes and nude lips to a shimmery iridescent eyeshadow or lips. Keep your nail color natural or shimmery, but stay away from bold colors. Go for hair styles with soft waves and up-do's or straight flowy look.



Fashion Icons

Naomi Campbell and Blake Lively



Making your message be heard

As a water element, you should strive for encouraging people to unite for a common cause and stay away from bold statements or strong opinions. Being a sensitive and emotional type, your message is one of love, unity, tolerance and kindness to all being.

You are a natural-born humanitarian, who makes great connection with individuals.

When you give your final answer, create a connection with the audience on a personal level using emotions and compassion. Your strength is connecting to people, so use it when interviewing with the judges by engaging them into a heart-felt conversation and finding a common denominator. Use a sweet, calm tone of delivering your message. Be soft, relatable and inclusive in your answers at all times.

Position yourself as a friend of humanity with a loving message of,

***“Love is the force that
unites us together”***

Activist role models

The Dalai Lama and Princess Diana



Air



Independent
Free-thinking
Intelligent
Insightful
Curious
Observant
Talkative

Choose the words to describe yourself wisely and focus on some of the ones listed above as your best character traits. And find your own words that match the air element.

Building a strong personal brand is about using carefully selected words to present yourself on social networks, with the organizers, in the interview room and during media rounds.

Choosing your style

Evening gown and wardrobe

Your wardrobe should be based on light texture, flowy, airy fabrics. Think of an “angelic” look that accentuates your softness and light-hearted quality. Channel a Disney princess when choosing your evening gown look. You want to bring a bit of magic to your presentation and walk, so find dresses that help you look the part.



Hair and makeup

Makeup and hair should be soft also, avoiding bright bold colors and sleek-back hair, tight ponytails or structured up-do's. Keep the nails natural or try white/soft pink polish colors.



Fashion Icons

Sarah Jessica Parker and Kate Middleton (Earth/Air)



Making your message be heard

As an air element, your message is more about life-changing concepts rather than practical action advice. You are intelligent – use it to open up people’s eyes and minds to new ideas. Whatever is your platform, provide a “big-picture” solution with a positive spin.

You are a natural-born teacher with wise and profound messages to share.

When you answer any questions, be a storyteller who paints a vision with your words. Your strength is your brilliant mind and being able to communicate that vision clearly to others. Use a light-hearted, optimistic tone of delivering your message. Be philosophical, inspiring and uplifting in your answers at all times.

Position yourself a visionary who believes in a better world with a message such as,

***“Surrender to what is.
Let go of what was.
Have faith in what will be”***

Activist role models

Michelle Obama and Maya Angelou





Final Words

Enjoy this process of discovering yourself and designing your personal brand based on your elements. Stay true to the essence of who you are so that everything you do will be received with admiration and respect.

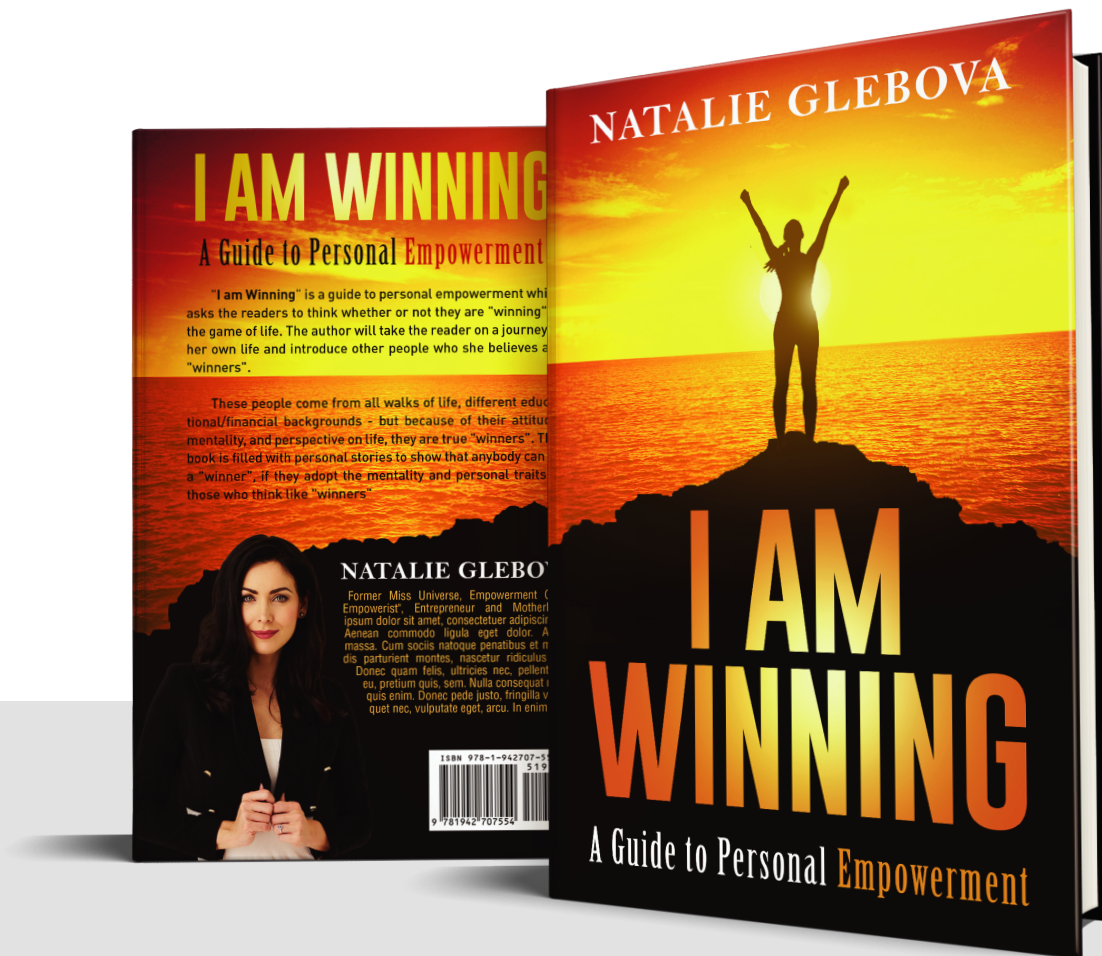
Remember, awareness is the first step on the path of self-development, transformation and healing. You can only get better as you move along on this path of knowing yourself more and becoming your own dream woman.

If you need help in designing your personal pageant brand in order to become an unforgettable contestant, I'm available to help you with individual one-on-one coaching sessions. Reach out to me to find out more details.

I am looking forward to being helpful to your pageant aspirations and life goals!

Keep on winning,

*Natalie
Glebova*



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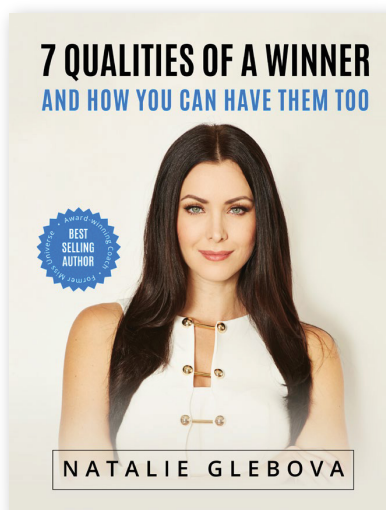
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Do you know your archetype?

**TUNE
INTO YOUR
ELEMENT**

TAKE QUIZ



Are you ready to

**WIN IN
LOVE?**

TAKE QUIZ



Check Your

**WINNING
METER**

TAKE QUIZ

